

November 26-29, 2025, Ufa

INTERNATIONAL FESTIVAL **OUR BRAND**

IX Specialized Exhibition of Products

**VII Specialized Project
ProdTechExpo**

**Food, drinks, equipment,
packaging and food,
retail and HoReCa
ingredients**



Hosted by:



Government of the
Republic of
Bashkortostan



Ministry of agriculture of the
Republic of Bashkortostan



Supported by:



Ministry of trade and
services of the Republic of
Bashkortostan



SBI Center
agricultural
counseling

FEEL FREE TO PARTICIPATE

- Our Brand International Festival
- IX Specialized Exhibition of Products
- VII ProdTechExpo Specialized Project

WHY PARTICIPATE?

- ✓ Scale up sales
- ✓ Enhance customer network and expand sales
- ✓ Negotiate with procurers from wholesalers, federal and regional chains, non-chain retailers and HoReCa companies
- ✓ Meet federal and regional officials, city, town and district government members, reps of specific ministries and authorities



EXHIBITION SECTORS:

- MeatDairy and cheese
- Canned food, sauces, ketchups
- GroceriesFrozen food
- Ready-to-cook food
- BreadConfectionary
- SnacksJuice, water
- Alcohol-free drinks
- Tea & coffee
- Liquor
- Fruits, vegetables, dried fruits
- Honey and bee products
- Farming products
- Halal and healthy food

ProdTechExpo:

- Food industry equipment
- HoReCa equipment
- Refrigeration equipment and technologies
- Warehousing equipment
- Logistics and transportation
- Packing and labeling
- Farming equipment
- Shop fixtures and fittings
- Food trucks
- Cleaning equipment and professional detergents



REGIONS' ACHIEVEMENTS

TOP 5 IN RUSSIA
FOR RETAIL MARKETS

TOP 11 IN RUSSIA
FOR CONSUMER
GROWTH DYNAMICS

AROUND 40
TRADE CHAINS

TOP 1 IN VOLGA
FEDERAL DISTRICT FOR
RETAIL MARKETS

TOP 2 IN VOLGA FEDERAL
DISTRICT FOR CATERING
TURNOVER

TOP 3
IN VOLGA FEDERAL
DISTRICT FOR CONSUMER
GROWTH DYNAMICS

PROGRAM FOR EXPERTS

Industry-specific sessions for experts in:

- ✓ Restaurateurs – Farmers interaction
- ✓ Local brand promotion
- ✓ Export
- ✓ Healthy food
- ✓ Technologies and equipment for processing industries



JOIN US!

We will host 20 federal and regional chains



2 trade conferences participated by federal
and regional trade chains and region's largest restaurant chains

PROGRAM FOR VISITORS

Cooking workshops, lectures,
success cases

CONTESTS

Our Brand Tasting Contest with
10 nominations, medals
and Quality Mark titles

RESULTS OF 2024

- 5000 sq.m of exposure
- 150 Manufacturers of equipment, packaging and food products
- 15 regions of Russia
- 5 countries (Russia, Uzbekistan, Belarus, Kazakhstan and Malaysia)
- 70 peasant farms of the Republic of Belarus
- 6200 visitors
- 420 delegates and listeners of the business program
- 20 retail chains
- 1 Tasting competition - "Nashbrand", in 12 nominations, 70 winners

REPUBLIC OF BASHKORTOSTAN

Area: 142,900 km²

Population: 4.09 million people

Capital: Ufa

populated by **1.2 million people**

The republic has:

54 districts

9 cities

14 towns

818 villages

Biggest cities:

Ufa, Sterlitamak, Salavat,
Neftekamsk, Oktyabrsky, Kumertau

Borders with 6 regions of Russia:

Perm Krai, Sverdlovsk Region,
Chelyabinsk Region, Orenburg Region,
Republic of Tatarstan, Udmurt Republic



Venue:

UFA EXPO

Exhibition Complex

ВК УФА ЭКСПО

158, Mendeleev Str., Ufa

The multifunctional exhibition complex traditionally hosts the most important industrial and technological exhibitions, forums and congress events of different scale and format



For any questions, please, call
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PARTICIPANTS WANTED!